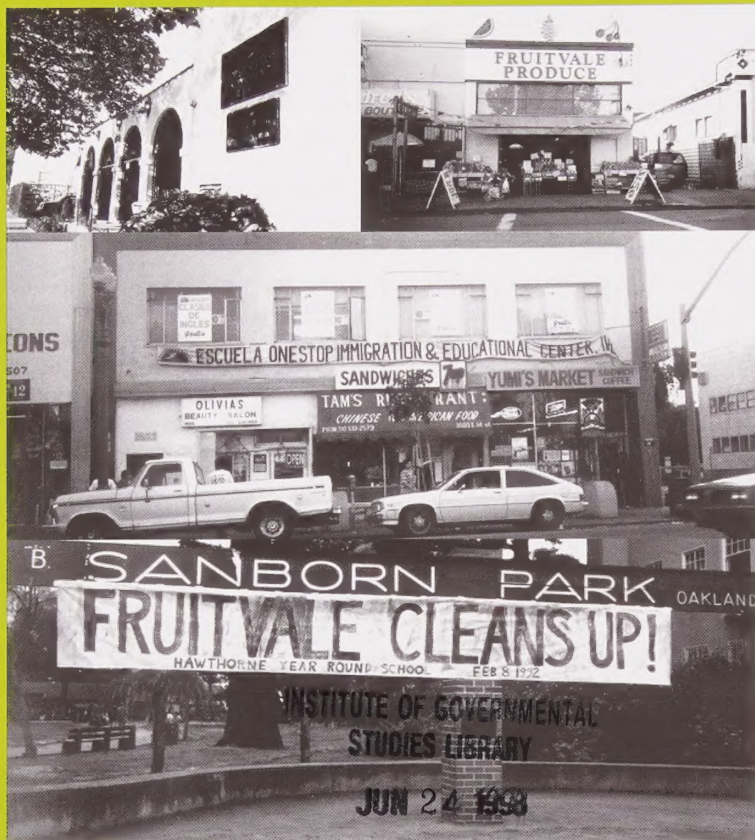


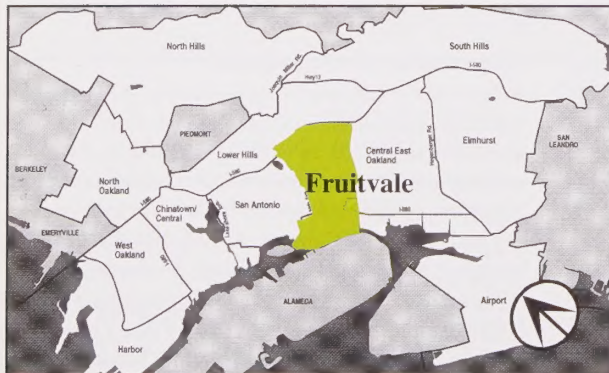


Fruitvale

Neighborhood Profiles



UNIVERSITY OF CALIFORNIA



The Neighborhood Profiles are a series of informational brochures which describe the seven Community Development ("CD") Districts and the Hills in the City of Oakland. The Neighborhood Profiles are designed to serve as a planning tool, a resource document and as an historical reference point for community activists, local leaders, elected officials and the business community.

OCCUR recognizes Oakland's neighborhoods as one of the City's greatest assets. Community based development has played a major role in the ongoing revitalization of Oakland's neighborhoods and should be promoted at every opportunity. It is in the spirit of supporting community based development activities that these profiles were prepared.

City of Diversity: Oakland's Rich Heritage

Located on the edge of the San Francisco Bay with nineteen miles of coastline to the west and rolling hills to the east, Oakland is truly a magnificent city. With a population near 372,000, Oakland is the sixth largest city in California. Today's Oakland, shaped by a long and colorful history, is driven by change and opportunity.

The roots of Oakland are found with its original inhabitants, the Ohlone Indians. As hunters and gatherers they lived amongst the riches of the land and water around them. Their villages spread throughout what is now known as Oakland.

The mid 1700's marked the beginning of Spanish colonization and the demise of the native populations. By the time Oakland was established in 1852, these populations had been severely depleted.

In 1820, the King of Spain gave retiring Presidio soldier Don Luis Maria Peralta some forty-four thousand acres of Ohlone land. The grant extended from the shore of the Bay to the hills that lined the San Leandro Creek, to El Cerrito and included all of the present day Oakland, Piedmont, Berkeley, Emeryville, Alameda, Albany, and parts of San Leandro. In 1842, Peralta divided his ranch up between his four sons.

In the early 1840's, the U.S. government began aggressive attempts to buy the California territory from Mexico, but all offers were refused. The Mexican-American War of 1846 resulted in the annexing of California to the United States.

The Gold Rush began in 1848 and brought many settlers in search of riches to the Bay's edge. These newer settlers, representing diverse ethnicities, traditions, and geographic origins, dramatically changed the cultural landscape and economic environment of Oakland. This period marked the birth of modern day "Oakland."

On March 4, 1852, the town of Oakland was incorporated by Horace W. Carpentier, Andrew J. Moon, and Edson Adams, three European Americans from New York. These men assumed that U.S. annexation of California nullified all existing Mexican and Spanish land holds, and began selling Peralta owned land when they arrived. The Peralta family sued and eventually the courts decided in their favor. In the end, however, the majority of the land had been sold and Peralta was forced to sell the remaining plots to cover extensive legal fees.

The Transcontinental Railroad came to Oakland in 1869 and caused industry, commerce and the population to boom. These trains opened the State of California to the rest of the country. The main passenger depot was at 7th and Broadway. Hotels, restaurants, drugstores and other conveniences lined the streets of downtown Oakland welcoming the incoming travelers. Railroad-related employment and business opportunities attracted a flood of newcomers. The construction of the transcontinental railroad brought Chinese immigrants to the Bay Area, a large number of these new immigrants settled in Oakland in what is today the Chinatown area.

This sudden influx of Chinese immigrants was met with tension by some Oakland residents. Beginning in 1882, Congress passed a series of Chinese Exclusion Acts which

legalized discrimination against Chinese immigrants. New Chinese immigrants in Oakland found themselves forced into lower wage earning labor fields. Over time, Chinatown became a self-sufficient community of business and services for the Chinese community, despite state sanctioned racism.

The 1906 San Francisco Earthquake sent many San Francisco residents scrambling to the East Bay. Oakland represented a major center for emergency earthquake relief services.

World War II had a profound impact on the Oakland economy. Starting in the 1940's, local industry shifted from agriculture to shipbuilding. Oakland became the center for shipbuilding on the west coast. Defense related em-

ployment opportunities brought in a large number of migrants from around the country. African-Americans from the south made up a large percentage of the new shipbuilding workforce and predominantly African-American neighborhoods sprung up near the shipbuilding yards.

The number of African-Americans in Oakland increased dramatically during World War II. In 1940, before World War II, African Americans made up 2.8% of Oakland's population; by 1950 this percentage had grown to 12.4%.

Oakland went through a tremendous adjustment period after World War II. The defense workers were displaced along with the large population of factory workers. The City suffered through many of the same urban problems

Fruitvale

In 1910, the Oakland Tribune published an article featuring Fruitvale as an ideal area for potential home builders and buyers. The article described Fruitvale as "the best there is in the way of residential property...with its delightful climate, deep rich soil, luxuriant growth of trees, plants and flowers, wonderful transportation facilities, splendid schools, numerous social organizations, excellent library...[and] up to date stores and shopping places that indicate an active, progressive people."

In the years following the 1842 division of Don Luis Peralta's land grant, Fruitvale came to be characterized by its country estates and ornamental gardens. One such estate, which still stands today, was the main house of Don Peralta's estate. Located at 34th Avenue and Paxton, it is one of Fruitvale's many historical landmarks. In 1988 Peralta Hacienda Historical Park was annexed to the Peralta house estate. This park commemorates the importance of the Peraltas to the early development of Fruitvale.

During the Gold Rush of 1849, a mix of German, Italian and Portuguese immigrants settled in the area. They established small farms, ranches, and orchards. The name "Fruit Vale" was originally given to an orchard of 700 Bing cherry trees planted in 1856 by Henderson Lueing, a German immigrant. Soon after, the foothills were covered with cherry orchards and other fruit farms, transforming the district into a major fruit growing center. The name Fruitvale came to describe the entire area.

In the 1870's newcomers from across America and Europe began to change the look of Fruitvale. In addition to the existing orchards, gardens, and estates, new settlers built factories, dairies, and mills. The California Cotton Mill was built along the Southern Pacific Railroad tracks near 23rd Avenue. Germans came to settle in Fruitvale and opened beer gardens and the Portuguese established several of the early dairies. From the turn of the century until Prohibition in the 1920's, Fruitvale was a weekend tourist spot for San Francisco residents who took trolleys out to visit the orchards and beer gardens.

What is now the island of Alameda was originally a peninsula of the Kennedy Tract section of Fruitvale. In 1901 a strategic decision was made by developers to sever the land connecting Alameda to Oakland. In this process the Port of Oakland, the estuary and harbor areas were enlarged, putting Oakland in the position to handle any type of cargo. The expansion of the Bay helped Oakland compete with San Francisco in the cargo transport industry.

The population in the East Bay doubled in the beginning of the 20th century. Fruitvale enjoyed a period of affluence from the late 1800's into the early years of the 1900's, culminating with its annexation to the City of Oakland in 1909. Residential growth in Fruitvale, like the rest of the city, was spurred on by the 1906 earthquake.

In the late 1920's commerce developed along the streetcar line on East Fourteenth Street. Residential neighborhoods stretched a few blocks on either side. The crossroads of Fruitvale Avenue and East Fourteenth had four banks and several large businesses and was described by the Oakland Tribune as being "exceeded in importance only by the downtown district itself."

The Latino community, sustained itself throughout the colonization of California, and flourished in Fruitvale with new settlements of Mexican immigrants in the 1930's. The fruit canning and packing industries in the Fruitvale district provided jobs for many newcomers. African-Americans, Asians, and Pacific Islanders traveled to the area in search of these opportunities.

Today Fruitvale is the home for many organizations representing a full range of commercial and service activities. These organizations are dedicated to business retention, neighborhood commercial revitalization, community service, and cultural promotion. The Spanish Speaking Unity Council, La Clinica de la Raza, the Spanish Speaking Citizens Foundation, and the Fruitvale Community Development District Board are among the numerous groups making certain that this district keeps its eye on the future.

A cornerstone of the planning vision for Fruitvale now centers around the joint development project at the Fruitvale Bay Area Rapid Transit ("BART") station. This project has received major Federal Transportation support and will revitalize the commercial and housing facilities surrounding the Fruitvale BART property. Eventually, the entire zone will be transformed into a pedestrian mall and mixed use facility. The development of the Fruitvale Transit Village area will enhance the already flourishing economic and social climate.

Fruitvale is hailed as one of the most diverse districts in Oakland. Its residents have said that the district's diverse cultural community makes it an ideal place to live and raise children. It is a place where people work together.

that hit other cities at that time: chronic unemployment, racial tensions, and the physical deterioration of once proud neighborhoods.

Increased racial tensions, coupled with the completion of the freeway system during the 1950's, resulted in the dramatic out-migration of Whites from the City of Oakland. Many middle class Whites opted to move to areas less impacted by the migration of working class people of color. During the 1950's 82,000 Whites, one-quarter of the total White population of Oakland, left the City. The social landscape of the Bay Area became racially segregated and more economically stratified than ever before.

In the 1960's Oakland was the stage for some of the country's most dramatic anti-draft riots and civil rights protests prompted by the Vietnam War and the Civil Rights era. No longer the thriving city of years gone by, Oakland began to lose popularity based on race and class prejudice, the rising tides of crime and increasing levels of poverty.

In 1966 the controversial Black Panther Party was born in Oakland. The legendary African-American group began as an armed patrol to insure that African-American citizens of Oakland were treated justly by the police. They were able to instill a much needed level of pride in the African-American community. The Black Panther Party's aggressive agenda for change was seen as a threat to the existing system and within a decade of its conception, it was dismantled by the U.S. government and local police departments.

Oakland elected Lionel J. Wilson, its first non-white mayor, in 1977. Wilson, an African-American, held that office until 1989. At this time, Oakland had the second largest African-American middle class in the U.S. Also in Oakland was a flourishing Asian and Pacific Islander population, and a proud Latino population. Young Whites began moving back to Oakland after a long absence that began in the 1960's and 70's.

In 1989 the Loma Prieta earthquake shook the Bay Area. While much attention was centered on the collapse of the Cypress Freeway, the core of downtown Oakland was also badly damaged. Oakland's resilience was tested by the firestorm of 1991 on the heels of the 1989 earthquake. The firestorm destroyed nearly 4,000 homes in the Oakland and Berkeley hills area.

During the 1990's and into the 21st century, the indomitable spirit of Oakland will continue to be challenged by numerous issues. There is an intensified need to revitalize housing, neighborhood, and commercial strips throughout the City. The new Federal and State Buildings, a refurbished City Hall, and the ongoing construction of the Municipal Government Plaza indicate that Oakland will become a center for regional government.

Present day Oakland has been called the most integrated city in America with close residential proximity between ethnic and racial groups throughout the City. This accounts for the City's admirable cultural diversity. One of Oakland's most remarkable qualities continues to be its fierce sense of community with its seven CD Districts, over 500 community based organizations, and a civic pride that runs through the soul of the City.

The Oakland Unified School District, serving over 50,000 students, is the sixth largest district in the state. During the 1993-94 school year, African-American students made up 54% of the Oakland Unified School District student population; Latino and Asian students represented 19% and 18% of the student population, respectively. White students made up 7% of the total student population; the remaining 2% were identified as "Other Race/Ethnicity."

As a large urban school district located in a city with high levels of cultural and ethnic diversity as well as a wide range of income levels, the Oakland Unified School District has been faced with the challenge to provide a quality education to students across the board. The School District is composed of 83 regular and year-round schools, 19 alternative schools offering special programs, 37 education centers, 4 exceptional children's centers and 4 adult education centers.

The mission of the Oakland Unified School District, in partnership with parents and the community is: (1) to educate all students in order to help them meet or raise their aspirations, and (2) to help them develop a positive vision of the future and acquire the attitudes, knowledge and skills necessary to become successful contributing citizens to society.

The school district works to meet these goals through the implementation of innovative programs and a state framework-based core curriculum. The state framework-based core curriculum includes grade level outlines and descriptions of the skills, concepts and abilities which students must master in Language Arts, Mathematics, Social Studies and Science. All teachers have participated, and will continue to participate over the next several years, in districtwide workshops which help to prepare teachers in the implementation of the new curriculum.

Special district-wide programs include:

- **A Comprehensive Technology Plan** which has placed computer and multimedia labs in almost all schools;
- **12 Career Academies in the 6 comprehensive high schools** which prepare students to enter college and/or begin careers;
- **Whole School Change Models** including Comer Process, Models of Teaching, Accelerated Schools Process and Coalition of Essential Schools;

- **Bilingual Programs** for students who speak a language other than English at home;
- **Year Round Programs** which utilize the limited number of school sites to educate a growing population of young people;
- **Magnet Schools** emphasizing areas ranging from science and literature to performing arts and high technology;
- **Programs to boost student achievement** such as Reading Recovery, the Algebra Project, Writing Portfolios, Homework Hotline and a Homeless Support Network;
- **A Middle Grades Initiative** to reform all middle (and junior high) schools into vibrant, engaging learning communities for students and staff.



Highlights from Fruitvale ...

The following highlights were chosen from the responses to a survey distributed to all schools.

Founded in 1992, Jingletown Charter School (7-8) is one of the newest schools in Oakland. Jingletown has the smallest student population of any school in the district; the average classroom size is 24 students. The basic instructional framework at Jingletown is structured around extended two-hour class periods, interactive team

teaching and collaborative student learning.

Lazear School has been selected as one of eleven outstanding California Compensatory Education "Achieving Schools" and is currently being considered for National honors.

The Emiliano Zapata Street Academy is an alternative high school operated by the Bay Area Urban League under contract with the Oakland Unified School District. It provides a rigorous, multi-cultural college preparatory education for those who are looking for or need an alternative to the traditional high school structure.

At Dewey High School, the Job Preparation Program works to enable students to compete successfully in the modern job market. The program focuses on business/word processing education, job search skills, field trips, and speakers. The program also offers internships or partnerships, interests inventory, stipends, incentives and jobs.

The following statistics are provided by the Oakland Unified School District in the "School Profiles, School Year 1992-1993." This annual report and more detailed information may be obtained by calling the District Public Information and Publications Office at (510) 879-8582.

Fruitvale	1992-93 Attendance	% LEP Students	Stability Rate	Attendance Rate	Free/Reduced AFDC %	Retention Lunch	Retention Rate
Allendale Y.R. (K-6)	686	31	89	92	53	66	3
Fruitvale (K-6)	691	32	89	93	49	83	4
Lazear (K-6)	487	66	92	93	20	86	1
Bret Harte (7-9)	905	21	86	94	19	40	2
Simmons (7-9)	1,038	48	88	81	63	58	11
Dewey (9-12)	510	12	80	35	39	43	30
Street Academy (9-12)	182	7	91	80	30	37	6

Attendance is the total number of students enrolled during the school year. **LEP % Students** represents the percentage of the student body enrolled in the Limited English Program. **Stability Rate** measures the percentage of students that remain in the same school for the entire year. **Attendance Rate** measures the percentage of total student enrollment in attendance during the school year. **AFDC Rate** represents the percentage of the total student enrollment receiving AFDC benefits. **Free/Reduced Lunch** measures the percentage of the total student enrollment receiving free or reduced lunches. **Retention Rate** represents the percentage of the total student enrollment that are held back (not graduated) at the end of the school year.

The Community Development Block Grant ("CDBG") Program was initiated by the Office of Housing and Urban Development ("HUD") in August of 1974. It is a federal program that is designed to assist local governments in the provision of safe, decent, and sanitary housing, economic and community development activities. Under this program local governments have the power to autonomously distribute funds according to the greatest local needs. However, HUD strongly recommends three principal beneficiaries of these funds:

- 1) Activities that benefit low and moderate income individuals;
- 2) Activities that address urgent needs in local municipalities; and
- 3) Activities directed toward the elimination of slum and blight.

HUD and the CDBG program have been trimmed back in recent years. By 1997, 3% of CDBG allocated funds have been cut. However, with \$6 billion dollars needed in 1998 to renew Section 8 housing contracts, the CDBG program is being threatened with cuts up to 35%.

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Following is an inventory of the city activities funded with Community Development Block Grant funds. This inventory provides the total amounts allocated for each project between the years 1975-1987 and 1989-1994. Data for 1988 is not available. Projects that are district specific are listed first, followed by programs administered throughout the city as a whole.

All amounts are derived from the Office of Housing and Neighborhood Development's Annual Grantee Performance reports. Due to the changing reporting and project identification requirements over the history of the CDBG program, all totals should be considered approximate.

Fruitvale District Projects -- 1975 to 1987

Project	Allocation	Project	Allocation
Housing Programs	\$2,400,286	Human Service Programs	\$308,000
Park Development Programs	\$3,687,000	Commercial and Economic Development	\$239,000
Public Works Improvements	\$994,600		

Fruitvale District Projects -- Sample Five Year Allocation Pattern

(period covered 1989 -- 1994)

Project	Allocation	Project	Allocation
Career Training Institute	\$12,895	Spanish-Speaking Citizens' Foundation:	\$65,000
Oakland Potluck	\$3,789	Latino Drop-Out Prevention Program	
Office of Parks and Recreation:	\$444,506	Asian, Inc.	\$25,000
Peralta Hacienda Park		East Bay Conservation Corps	\$9,000
Fruitvale Plaza Mural	\$5,898	Drug Abatement Institute: Safe Streets Now	\$10,000
Office of Parks and Recreation:	\$60,959	Spanish Speaking Unity Council:	\$44,000
Street Tree Planting		Fruitvale BART Mixed Use Neighborhood	
East Bay Urban Gardeners:	\$8,556	Commercial Revitalization Project	
Oakland Community Garden		Association of Children's Services:	\$14,000
Urban Indian Health Board, Inc.:	\$68,430	The Full Circle Project	
Native American Neighborhood		Oakland Planning Department	\$11,000
Improvement Project		Sanborn Recreation Center	\$6,000

Grant Allocations -- Fruitvale

Project	Allocation	Project	Allocation
Peralta Hacienda House	\$4,000	Centro Legal de la Raza	\$35,500
Office of Parks and Recreation	\$3,000	Spanish Speaking Unity Council of Alameda County	\$45,926
Office of Parks and Recreation: Brookdale Recreation Center	\$122,000	Black Women Organized for Educational Development: Black Women's Resource Center	\$7,000
La Clinica de la Raza - Fruitvale Health, Project, Inc.: Adolescent Pregnancy Prevention & Health Promotion Project	\$93,418	Center for Independent Living: Disability Housing Search and Counseling Services	\$500
Cambodian New Generation: Neighborhood Housing Project	\$10,027	Narcotics Educational League, Inc.	\$80,000
Spanish Speaking Unity Council: Library Expansion	\$25,000	Children's Theatre Ltd.: Fruitvale Playhouse	\$2,000

City-Wide Projects -- 1997 through 1998

Project	Allocation	Project	Allocation
ADMINISTRATION	\$1,342,670	City of Oakland, Library Services	\$132,034.50
ECONOMIC DEVELOPMENT PROGRAMS	\$2,210,699	Clausen House	\$42,000.00
HOUSING PROGRAMS:		Community and Economic Development Agency	\$51,670.00
Rehabilitation Loan Programs	\$3,000,000	Community Child Care	
Vacant Housing/Housing Development Programs	\$1,022,000	Coordinating Council of Alameda County	\$64,703.00
Self-Help Paint and Free Paint	\$400,000	East Bay Spanish Citizen's Foundation	\$25,000.00
Minor Home Repair	\$425,000	Elder Abuse Prevention	\$28,000.00
Access Improvement Program (AIP) Grants	\$165,000	Elmhurst Food Pantry	\$53,000.00
Housing Counseling	\$170,000	Healthy Babies, Inc.	\$20,749.50
Fair Housing	\$265,000	Jobs for Homeless Consortium HOPE	\$20,949.00
Shared Housing Program	\$44,000	Kennedy Tract Parent-Child Center	\$20,000.00
Reverse Annuity Mortgage Program	\$24,000	Legal Assistance for Seniors	\$93,002.00
Rental Assistance Program (first & last months rent)	\$25,000	Legal Aid Society of Alameda County	\$19,143.00
Homeless Winter Relief	\$250,000	North Oakland Parish	\$25,000.00
NEIGHBORHOOD/PUBLIC SERVICES PROGRAMS		Oakland Potluck	\$9,319.00
A Safe Place	\$19,286.00	Oakland Private Industry Council	\$40,000.00
Alameda County Food Bank	\$137,129.00	Oakland Asian Students Educational Services	\$10,334.00
Alameda/Contra Costa		Office of Parks, Recreation, and Cultural Affairs	\$259,955.00
Lions Central Committee for the Blind	\$6,695.00	Over (60) Health Care Center	25,000.00
Alzheimer's Services of the East Bay	\$84,697.00	Phase III Christian Services	\$80,000.00
Bay Area Community Services	\$85,000.00	Project Re-Connect	\$67,857.00
Bay Area		Project Outreach	\$73,900.00
Black Consortium for Quality Health Care	\$20,000.00	Project-SEED	\$41,336.00
Berkeley Oakland Supportive Services	\$41,000.00	San Antonio	
Boys and Girls Club of Oakland	\$59,620.00	Community Development Corporation	\$155,010.00
Central East Oakland		Spanish Speaking Unity Council	\$25,000.00
Community Development Corporation	\$75,000.00	St. Mary's Center	\$71,000.00
Centro Legal De La Raza	\$5,000.00	Supporting Future Growth	
City of Oakland, Department of Aging	\$103,312.00	Development Center, Inc.	\$25,000.00
		The Highland Foundation	\$50,000.00
		Women's Employment Resources/One-Stop Youth Information Center	\$50,000.00

Homelessness in Oakland

The issue of homelessness has severely plagued Oakland since the late 1970's - early 1980's. Today, Oakland's growing low-income population is comprised of families with children, part-time workers, people from diverse backgrounds, some suffering from severe mental illnesses or substance abuse, victims of domestic violence, as well as people with AIDS. According to a report by Homebase, over 54,000 people in Alameda County had experienced an episode of homelessness by the year 1994. A report by the Alameda County Reinvestment Base Closure Committee estimated that an additional 30,000 individuals were at risk of becoming homeless due to the closing of Oak Knoll and Alameda Naval Air Stations alone. Oakland, with already 52% of Alameda's impoverished citizens, may continue to have one of the largest homeless populations in the Bay Area.

While there is no one cause for homelessness, there are four major factors that have increased the level of homelessness in the City of Oakland:

1. Population growth. Housing development has failed to keep pace with the growth in population. The rate of population growth in Oakland from 1980 to 1990 was just under 10%, while the growth rate for housing development was a mere 3%.

2. Inadequate income & public assistance. Over the last few years there has been a continuous decrease in income support. By 1995, aid to families with dependent children decreased 10% and GA benefits have been given a ceiling level. Minimum wage, once calculated as the wage necessary to sustain the least expensive subsistence levels, has failed to keep pace with inflation and changes in the economy. In an effort to stay off the streets, 20% of Oakland residents are forced to either double up in homes or live in substandard conditions.

3. Lack of access to necessary support services such as medical care, child care, drug and alcohol recovery programs and mental health services. Since 1980, the severe cuts in social services and welfare spending have hindered the ability of many low-income families and individuals to make ends meet. Many individuals have been forced out of their homes due to a lack of funds after covering something as simple as a doctor's bill or child care.

4. Shortage of affordable housing. The cost of housing in Oakland and the greater Alameda County is among the highest in the United States. Since 1989, the increase in housing prices has outpaced the increase in median household income.

Adding to those currently homeless or at risk to homelessness due to socioeconomic problems, the Loma Prieta Earthquake of 1989 and the Oakland Hills Firestorm of 1991 displaced a large number of Oakland residents. Prior to 1989, Emergency Services Network ("ESN") estimated on any given day that 4,500 individuals were homeless in the City of Oakland. After the earthquake, some 9,000 individuals were left on the streets and over 1,000 units of affordable housing were demolished.

In response to this loss of low-income housing,

ten non-profit housing development corporations in Oakland and Berkeley formed the *Post-Quake Recovery Project* coordinated by East Bay Housing Organizations. Five years later this collaborative has reopened or replaced 900 permanently affordable homes.

In 1991, the Oakland Hills Firestorm displaced 6,000 to 10,000 individuals by destroying over 3,500 building structures. Of these building structures, 96% were residential units.

City administrators, in the 1980's and 1990's, put forth an aggressive campaign designed to eliminate homelessness. Through the City of Oakland's Office of Housing and Neighborhood Development, several affordable housing opportunities and services have been provided to Oakland citizens such as: the restoration of seven previously damaged residential hotels; a First Time Home Buying Program that offers both down payment and mortgage revenue assistance to low-income families and individuals;

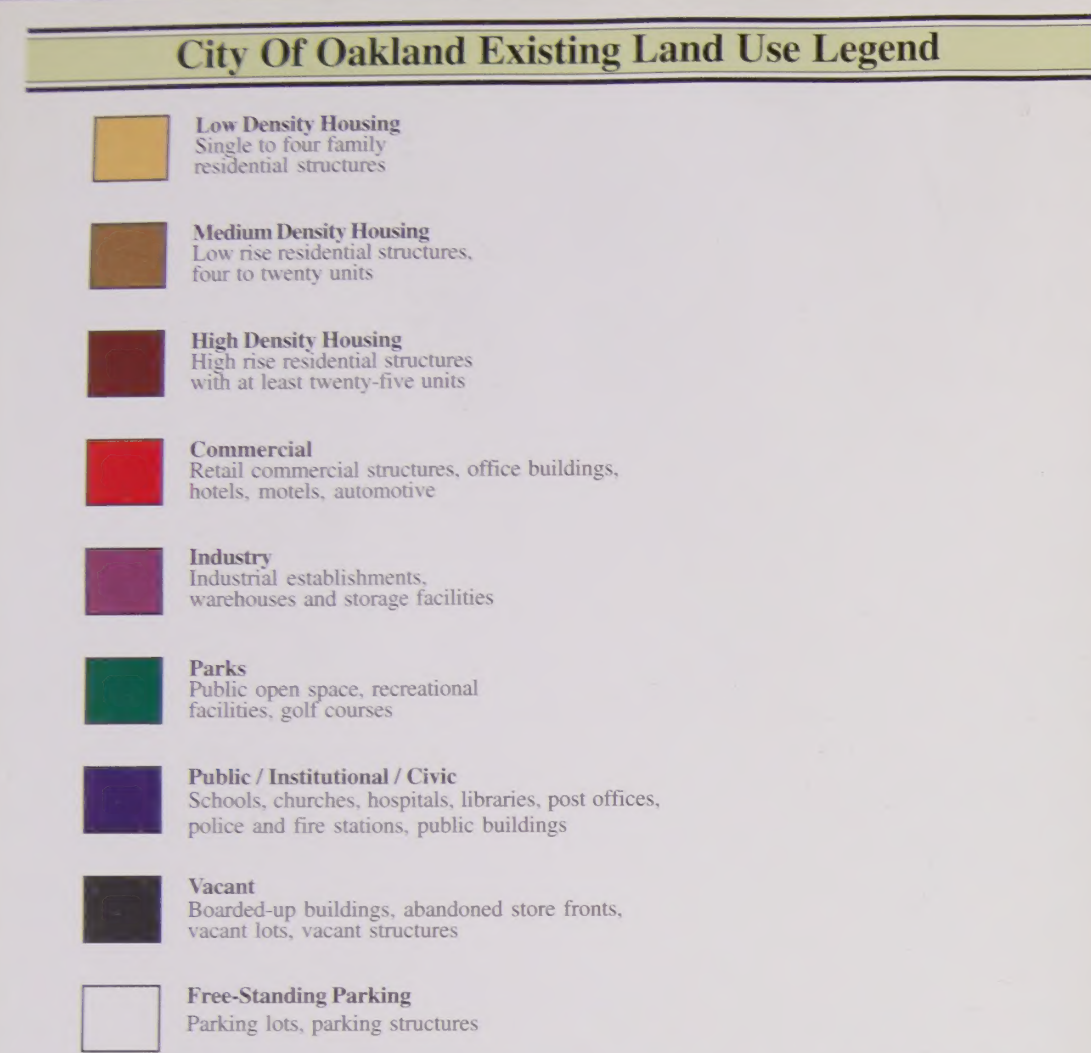
the addition of 175 new rental units to the housing market and rental assistance programs. However, in 1997, a \$6 billion HUD budget increase will be necessary to renew Section 8 contracts without jeopardizing CDBG funding.

In an effort to adhere to the policies set forth in the Oakland Homeless Plan, the City, through the interdepartmental/agency workgroup, has put in place several programs to benefit the homeless and very low-income population.

Since the 1980's, local homeless organizations have experienced a shortage of shelter beds and supportive services for the homeless. In response to this shortage, the City has provided 281 more shelter beds to local homeless organizations and completed the rehabilitation of the Henry Robinson Multi-Service Center which provides homeless services, shelter beds and transitional housing units. The City has also provided funding for programs that provide one time grants or utility payments, rent move-in guarantees, assistance in the event of eviction, and money management assistance. Such programs include, but are not limited to: Eden Council for Hope and Opportunity, Oakland Homeless Families, Travelers Aid Society, East Oakland Switchboard, Sentinel Fair Housing, Berkeley-Oakland Support Services, A Safe Place, the Department of Social Services, and St. Mary's Center.

Although the City, with its Homeless Commission, and ESN have made gallant efforts to address the homeless problem, homelessness has continued to increase at a level outside the direct control of Oakland City planners, social service agencies and other housing advocates. Many citizens are still at risk to homelessness due to the high cost of living matched with low monthly incomes and the impact of welfare reform. The City must therefore continue its homeless prevention campaign by developing new mitigating measures that involve the provisions of services along the continuum of care for the homeless population. Because homelessness affects all elements of the community, these new efforts must address the community as a whole.






The Land Use Map illustrates the general pattern of existing land use within each district. The Land Use legend explains how each color represents a different land use. Existing land uses in the district were identified through a series of "windshield" surveys. Given the size limitation of the map, only the predominant land uses on each block, identifiable from the public right of way were recorded. When land uses are mixed within a single structure with two or three stories, the land use on the ground floor is identified on the map. When the mixed use structure is four or more stories and all the upper floors are residential, then the structure is recorded as a residential land use.

Community Based Organizations *		
Allendale District Improvement Association 2360 Humbolt Street, 94601	The Elegant Corner, Inc. and The Diamond Improvement Association P.O. Box 27335, 94602	Spanish Speaking Unity Council & Spanish Speaking Citizen's Foundation 1900 Fruitvale Avenue, 94601
Berlin Tract Neighborhood Association 3263 School Street, 94602	Fruitvale Community Development Center 1227 Magnolia Street, 94607	City of Oakland Community and Economic Development Agency ("CEDA") 1333 Broadway, 4th Floor 94612
Diamond Business and Professional Association 3577 Fruitvale Avenue, 94602	Jefferson-Allendale Forum 3344 Suter Street, 94602	(CEDA) Fruitvale Hotline Number 510-238-6652
The Laurel Planning Group 3714 MacArthur Boulevard, 94619	Oakland Community Organizations 3914 East 14th Street, 94601	

Historical Landmarks

23rd Avenue Branch Library
1441 Miller Avenue
California Cotton Mills
1917 Building - 1091 Calcut Place
Site of Adobe Headquarters, Ranch San Antonio
2465, 2501 & 2511 - 34th Avenue



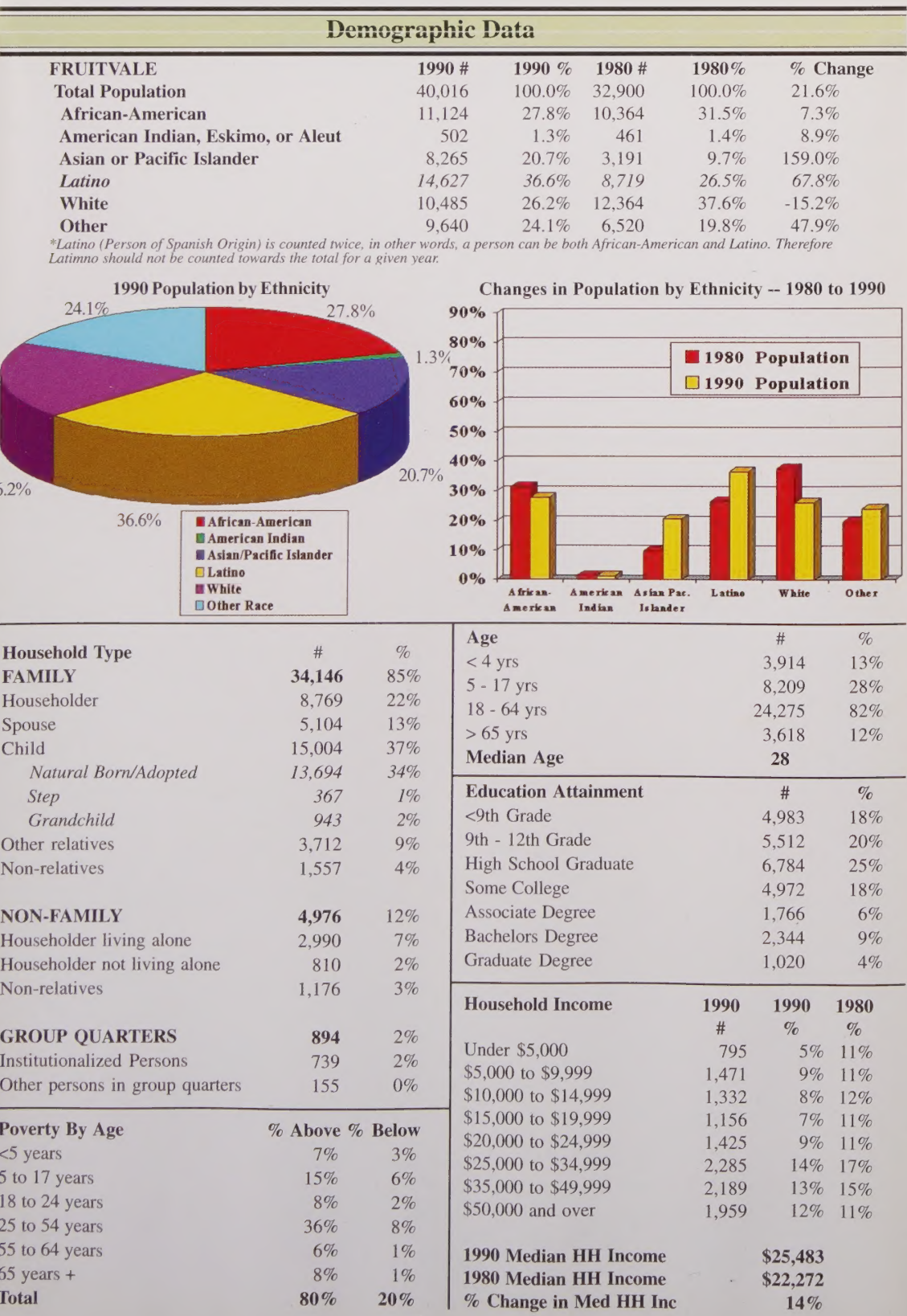
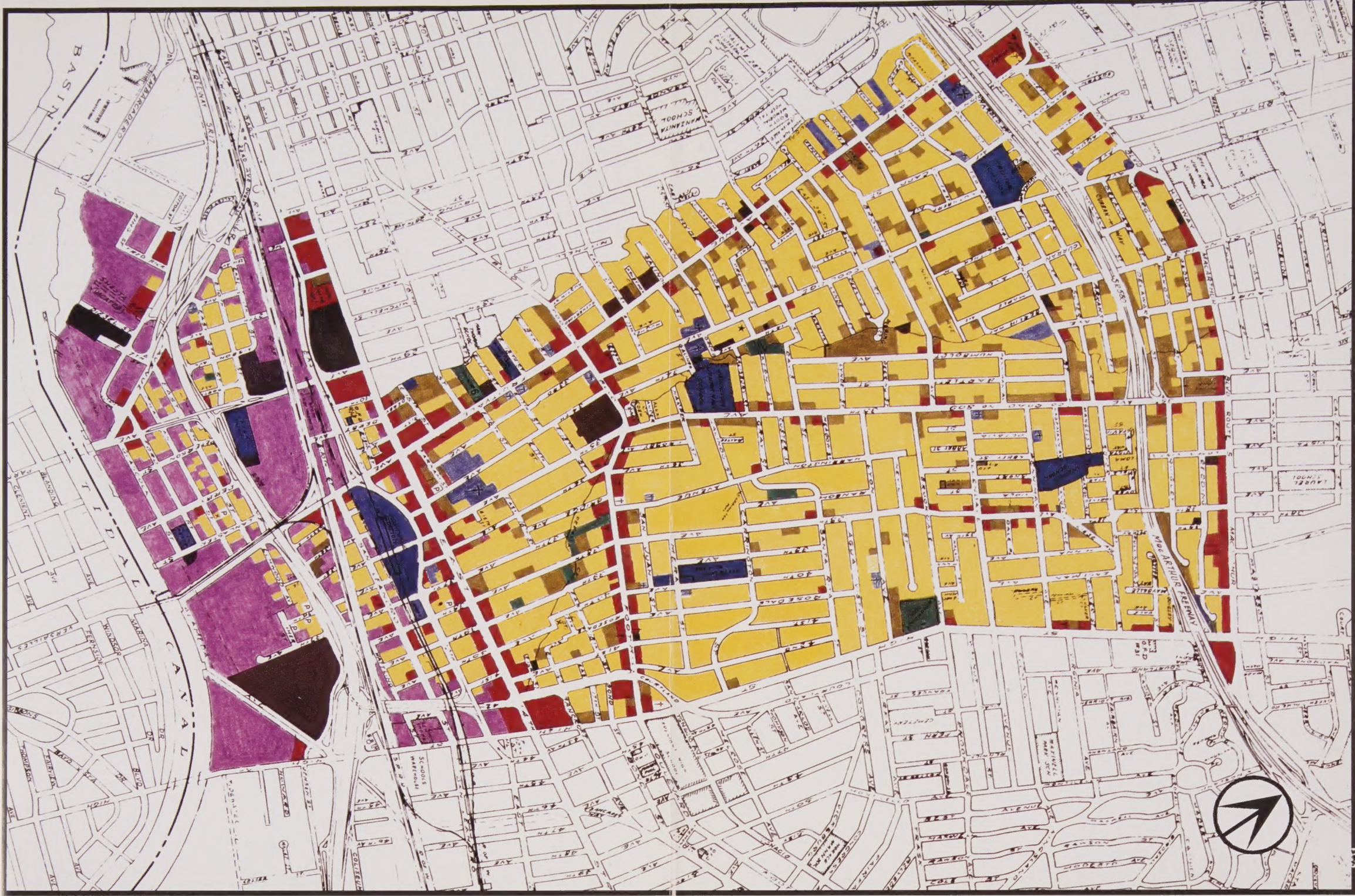
Community Meeting Facilities *		
Diamond Rohan Library 3565 Fruitvale Avenue 510-238-7340	Sanborn Recreation Center 1637 Fruitvale Avenue 510-533-5053	Native American Health Center 3022 East 14th Street 510-261-1962
Allendale Recreation Center 3711 Suter Street 510-536-1188	La Clínica de la Raza 1515 Fruitvale Avenue 510-535-4000	Latin American Library 1900 Fruitvale Avenue 510-535-5620
Brookdale Recreation Center 2535 High Street 510-533-7314	Bay Area Community Services 2647 East 14th Street 510-436-0141	Spanish Speaking Unity Council Building 1900 Fruitvale Avenue 510-534-7764

CDBG Council Board

The Fruitvale Community Development District Council has a 21 member Board of Directors and meets every fourth Monday of the month at 7:00 p.m. The meetings are held at the Peralta Hacienda Park House at 34th Avenue and Paxton Streets. The District Council is concerned about all neighborhood issues and pays special attention to the areas of redevelopment impacting the district, maintaining open spaces and beautiful parks, and development in residential areas.

For more information call: 510-238-3716





Economic and Housing Data						
Occupations	#	%	Employment Status	#	%	
	Executive, administrative, managerial	1,302	9%	In armed forces	42	0%
	Professional specialty	1,650	11%	Employed	14,421	58%
	Technicians and related support	514	3%	Unemployed	1,702	7%
	Sales	1,287	9%	Not in labor force	8,558	35%
	Administrative support	2,731	18%	Housing Units	#	%
	Private household service	85	1%	Total # Housing Units	13,331	100%
	Protective service	216	1%	Occupied	12,569	94%
	All other types of service	2,625	18%	Owner Occupied	4,548	36%
	Farming, forestry, fishing	333	2%	Renter Occupied	8,021	64%
Precision production, craft and repair	1,441	10%	Vacant	762	6%	
Machine operators, assemblers, and inspectors	1,312	9%	Housing Value	#	%	
Transportation and material moving	522	4%	<15,000	48	1%	
Handlers, equipment cleaners, helpers, and laborers	884	6%	\$15k-24,999	85	2%	
			\$25k-34,999	30	1%	
			\$35k-44,999	33	1%	
			\$45k -59,999	84	2%	
			\$60k-74,999	180	5%	
			\$75k-99,999	605	16%	
			\$100k-124,999	645	17%	
			\$125k-149,999	666	17%	
			\$150k-174,999	761	20%	
			\$175k-199,999	361	9%	
			\$200k-249,999	224	6%	
			\$250k-299,999	60	2%	
			\$300k-399,999	28	1%	
			\$400k-499,999	7	0%	
			>\$500k	2	0%	
Total # Units	7,928		Median Housing Value	\$132,499		
Median Rent	\$468					

The population of Fruitvale grew by 7,116 from its count of 32,900 in 1980 to 40,016 in 1990. This represents a growth rate of 22%, more than twice the city-wide growth rate. The most significant increase in population was experienced by the Asian/Pacific Islander population which grew by 159%, more than doubling its size over a ten year period. The Latino population grew by 68%. The only decrease was experienced by the White population which declined by 15.2%. The population defined as "Other Race" grew by 48%.

The ethnic diversity of Fruitvale changed dramatically during the 1980's. In 1980, White residents were the most prominent ethnic group in the district, making up 38% of the total population; by 1990, they had dropped to the third largest ethnic group, and barely that, making up only 26%. In contrast, the Asian/Pacific Islander population moved from being the fifth largest ethnic group in 1980 to the third largest in 1990. Latino residents now represent the largest ethnic group in Fruitvale, followed by the African-American population.

The median household income for Fruitvale in 1980 was \$22,272; by 1990, this figure had increased to \$25,483. In comparison, the city-wide median household income in 1990 was \$26,999. The growth in median household income during the 1980's for Fruitvale was 14%, slightly lower

than the average city-wide increase in median household income during the same period.

At the time of the 1990 Census, approximately 20% of the population of Fruitvale were living below the poverty line. The greatest percentage of Fruitvale's population living below the poverty line fall in the 25 to 34 year old age group.

The population of Fruitvale is younger and less educated than all other ("CD") Districts. The median age is 28 years and over half the population have received a high school diploma or attended college.

Ninety-four percent of the housing units in Fruitvale are occupied. Of those, 36% are owner occupied; the remaining 64% are renter occupied. Fruitvale's vacancy rate of 6% is slightly lower than the average vacancy rate of 7% for all Community Development CD districts combined. The owner-occupancy rate in Fruitvale is roughly equal to the CD district average of 35%.

Housing values in Fruitvale are higher than the average for all CD districts in Oakland. The median housing value for all CD districts in 1990 was \$123,332. For the Fruitvale district alone, this figure is \$132,499. Interestingly, the median rent in Fruitvale is slightly lower than average. In 1990, the median rent for all CD districts was \$473; for Fruitvale, median rent was \$468.

Residential

- There are numerous empty lots, dilapidated properties, and residences in need of rehabilitation. An inventory of these properties would greatly assist a district-wide effort to improve the condition of the overall housing stock.
- A related problem remains with high density residential development locating in neighborhoods which are predominantly low-density, single family. The current zoning allows for this increase in density. A lot of this activity has taken place east of 35th Avenue.
- Density remains a concern for many Fruitvale residents. The questionable mixture of medium density apartment structures on lots that are mainly single family residential. The crowding of these structures on streets with a predominance of single family housing dramatically alters the quality of a residential street.
- Fruitvale is in great need of a neighborhood beautification effort. Residents continue to be concerned about a range of issues from graffiti to curbside litter. City sponsored programs like "We Mean Clean" have helped, but the problem in this district seems to persist, thus requiring total involvement of all district members.
- The potential for affordable live-work activity in vacant industrial space surrounding the Nimitz Freeway should be examined.

Commercial

- Fruitvale, as with other CD districts, could greatly benefit from an additional major supermarket and a greater presence of bank branches to offset the numerous check cashing establishments.
- Large spaces along East 14th Street/International Boulevard, such as the former Oakland Hospital and the abandoned Montgomery Ward building along with several others, should be the focus of a push for desired commercial use. The district should engage the City in aggressive discussions to transform these properties. Foothill Boulevard should also be included in this redevelopment/revitalization effort.
- In the absence of sufficient number of banks and supermarkets, check cashing services, liquor stores and furniture rental outlets provide costly services to many low and moderate income residents who can least afford it.
- Many residents seek a retail variety including: delicatessens, book stores, coffee shops, and health food stores. Merchant associations and neighborhood planners should encourage the establishment of such businesses.

Services

- More multi-purpose arts facilities, especially ones considered safe for children are needed. Residents in the Fruitvale area and members of the Latino community are particularly interested in developing a Latino cultural center in that area. Others have suggested using abandoned buildings for artistic and cultural activities.
- Child care resource and referrals need to be expanded to accommodate the diverse cultural/linguistic needs of district residents.
- The Spanish Speaking Citizens Foundation, the Fruitvale Community Development District Council, Spanish Speaking Unity Council, Oakland Community Organizations should collaborate to address the high level of unemployment, particularly among young men in the district. Retraining and career assessment programs should be implemented.

Youth/Recreation

- There continues to be a need for structured after-school activities for youth.
- There continues to be a need to diffuse the tension among district youth that has, in some cases, resulted in the formation of gangs and related violence. Volunteer counselors, churches, and parent organizations should all be part of this intervention process.
- Fruitvale would greatly benefit from the establishment of a youth development center. While there are several facilities that serve youth in the district, none are large enough to provide the full range of services that many of the district youth need.

Public Safety

- There have been numerous problems with speeding motorists and pedestrian safety along the residential streets of the district. Along with more aggressive police enforcement of speed laws and additional signage, the City should continue to institute a strategic speed bump plan that would aid in discouraging excessive speed.
- Residents in some areas of Fruitvale are exposed to high levels of toxic material.
- Fruitvale's Home Alert and Neighborhood Watch programs are considered among the most successful in the City of Oakland. The district should utilize its model to accelerate the partnership with the Oakland Police Department to advance community policing strategies.

Opportunities for Development

- The old Montgomery Ward building or the land which would be available after its demolition on East 14th Street continues to provide an exciting opportunity for a new development. Proposed uses include a business incubator, box retail, arts/cultural center, or live-work spaces.
- The Del Monte Cannery at 29th Avenue has been identified as a prime site for future developments.
- Joint development efforts continue around the Fruitvale BART station. The Spanish Speaking Unity Council and others are developing the Fruitvale Transit Village project, which will act a model for those trying to do the same around the country.


Fruitvale Business Listing	
50 - 100 EMPLOYEES	
Urban Indian Health Board, Inc.	
STAT Nursing Services, Inc.	
Hayes, Inc.	
The Fashion Stores of Northern	
Coalition For Elders Independence.	
Iconco, Inc.	
Automotive Engineering Co.	
Dominos Pizza	
Safeway Stores, Inc.	
Patten College, Inc.	
Pressure Cast Products, Corp.	
Longs Drug Stores, Inc.	
BW Norton Manufacturing Co., Inc.	
T.C.I.	
Lucasey Manufacturing Corp.	
Jewish Federation of the Greater East Bay	
Family Support Services of the Bay	
Super K-Mart	

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BW Norton Manufacturing Co., Inc.
T.C.I.
Lucasey Manufacturing Corp.
Jewish Federation of the Greater East Bay
Family Support Services of the Bay
Super K-Mart

101 - 250 EMPLOYEES

Oakridge Convalescent Hospital
Fred Finch Youth Center
Fruitvale Care Convalescent
Lucky Stores, Inc.
Del Monte Corporation
Mercy Retirement & Care Center
Goodwill Industries
Garfield Mental Health Center



The Neighborhood Profiles is a project of the Oakland Citizen's Committee for Urban Renewal Community Information Service (OCCUR/OCIS). OCCUR is a non-profit organization providing technical assistance, training, monitoring, facilitation, and empowerment strategies on issues of housing, employment and neighborhood revitalization.

OCCUR
1330 Broadway Suite 1030
Oakland, CA 94612
510-839-2440

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*Partial Listing of Community Based Organizations and Community Meeting Facilities

Fruitvale Community Directory

CHILD CARE SERVICES

Kennedy Tract Parent Child Center

3001 Chapman Street, Oakland, CA 94601

All Information **510-262-4993**

Provides quality day care for children from low-income families. Parents must be working or attending school. Fees vary. Serving all of Oakland.

Oakland Licensed Day-Care Operators Assoc.

5730 Market Street, Oakland, CA 94608

All Information **510-658-2449**

Provides extensive services for child care providers and service referrals for parents looking for child care. Membership fees for providers; fees based on income for day-care. Serving all of Oakland.

EDUCATION AND EMPLOYMENT

Spanish Speaking Citizen's Foundation

1470 Fruitvale Avenue, Oakland, CA 94601

All Information **510-261-7839**

Provides comprehensive, bilingual services in employment and career development, educational enrichment, and summer youth employment program. Year round tutorial program. No fees. Serving primarily East Oakland.

Oakland Private Industry Council (PIC)

362 - 22nd Street, Oakland, CA 94612-3006

All Information **510-891-9393**

Provides short term job training for limited-income job seekers. Job search workshops, career counseling. No fees. Serving all of Oakland.

Bay Area Urban League, Inc.

2201 Broadway, Oakland, CA 94612

All Information **510-271-1846**

Administers and provides programs in education, employment and training. No fees for services. Serving all of Oakland.

EMERGENCY AID

American Red Cross

2111 East 14th Street, Oakland, CA 94606

EMERGENCY 510-533-2330

Office **510-533-2321**

Provides food, clothing, shelter, health services and medical supplies to victims of disasters. No fees. Serving all of Oakland.

Emergency Services Network

1212 Broadway, 15th Floor, Oakland, CA 94612

All Information **510-451-3138**

Provides services to agencies and individuals who serve homeless and hungry persons. No fees for services. Serving all of Oakland.

HEALTHCARE

La Clinica de la Raza

1515 Fruitvale Avenue, Oakland, CA 94601

All Information **510-535-4000**

A comprehensive health center offering medical and dental services. Partnership based on income and verification of Oakland residency. Fees vary. Serving primarily Fruitvale District.

HOUSING AND SHELTER ASSISTANCE

Oakland Housing Authority

1619 Harrison Street, Oakland, CA 94612

All Information **510-874-1500**

Provides subsidized rental housing for elderly, physically or developmentally disabled, or low-income persons in Oakland. No fees.

ECHO Housing Assistance Center/ Project Share

1305 Franklin Street, Suite 305, Oakland, CA 94612

All Information **510-836-4826**

A shared housing service which includes referral and matching services as well as education and supportive services. No fees. Serving Berkeley and all of Oakland.

Spanish Speaking Unity Council

1900 Fruitvale Avenue, Oakland, CA 94601

All Information **510-534-7764**

Economic development strategies and social services to improve the quality of life of Hispanic and low-income communities. Programs include housing for seniors, low-income and disabled people, child care, Head Start. No fees. Serving primarily Fruitvale.

LEGAL AID

Legal Aid Society of Alameda County

510 - 16th Street, Oakland, CA 94612

All Information **510-451-9261**

Family law, domestic violence, government benefits, domestic problems. Sliding scale fees. By appointment only. Serving all of Oakland.

Alameda County Commission on the Status of Women

401 Broadway, Oakland, CA 94607

All Information **510-268-2076**

Provides information and referral for women seeking knowledge on their legal rights in employment, housing, and domestic relations. No fees. Serving all of Oakland.

RECOVERY CENTERS

Alcoholics Anonymous

2910 Telegraph Avenue, Oakland 94609

All Information **510-839-8900**

Offers phone referral service to alcoholics. No drop-in service. 24- Hour Hot Line. No fees. Serving all of Oakland.

Narcotics Education League (NEL)

3315 East 14th Street, Oakland, CA 94601

All Information **510-536-4760**

Provides treatment services for alcoholics, drug abusers, and their families. Provides referral and assistance for detoxification facilities. Fees vary. Serving all of Oakland.

SENIOR SERVICES

For all senior related services, please contact the City of Oakland Department on Aging.

510-238-3121

YOUTH DEVELOPMENT

City Line Information Services

1520 Lakeside Drive, Oakland, CA 94612

All Information **510-444-CITY**

Provides extensive listing of programs, organizations, and schools designed to empower and nurture the children of the East Bay. General information and referral. No fees.

Project Reconnect

3215 MacArthur Boulevard, Oakland, CA 94601

All Information **510-482-1738**

Counseling program for high risk youth aged 12-15 who are apart of the juvenile justice system. No fees. Serving Fruitvale.

The above is a partial listing and can be used as a resource and referral guide towards more specific needs.

This information is from The Big Blue Book: Directory of Human Services for Alameda County 1994-1995 produced by Eden I&R, Inc. 510-537-2710
For more information or additional copies of the *Neighborhood Profiles* please contact OCCUR 1330 Broadway Suite 1030 Oakland, CA 94612 510-839-2440